

# THE FIRST-ANSWER READINESS FRAMEWORK

Since the launch of AI-powered search, we've been analyzing what makes brands citeable in LLM-generated answers. The result reveals a seven-layer framework that helps brands shift from **rankability** to **answerability**.

1



## Question Territory Strategy



Own specific questions instead of broad keywords

2



## Answer-Shaped Content



Structure content the way AI needs to summarize it

3



## Trust Signal Architecture



Build credibility AI models can verify

4



## Context Precision



Be explicit about who, when, and why

5



## Design Philosophy



Lead with outcomes (consumer) or methods (B2B)

6



## Machine-Readable Consistency



Align signals across every platform

7



## Category Context



Define the comparison framework for your category